REMARKS

The continued rejections of the independent claims under 35 USC 102 for anticipation by the applicant-cited Abualsamid publication are traversed, because:

> A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference. *MPEP* 2131 (citation omitted).

An element of claim 1 is "... a first data item specified by metadata comprising one or more of a dimension, a dimension value, or a measure ..." However, the Action only finds:

☞ "the actual number of questions [of Abualsamid is equivalent] to the claimed dimension, dimension value or measure" (page 3, first paragraph);

☞ "the variable [of Abualsamid is equivalent] to the claimed data item" (page 3, first paragraph); and

☞ "The variables can be the number of questions ..., which meets the limitation of the metadata comprising one or more of a dimension, dimension value, or a measure" (bridge pages 3-4);

whereas, a number of questions neither expressly nor inherently sets forth the claimed elements of dimension or dimension value and measure.

Another element of claim 1 is "... determining ... at least one association of the dimension and/or measure ...." Thus, according to claim 1, an association which comprises a data item of the measure type and a data item of the dimension type is determined. The ID of the Abualsamid is not an association of two data items; rather, it is a single data item. Therefore, the ID of the Abualsamid publication is not equivalent to the claimed association as asserted on page 4 of the Action.

Another element of claim 1 is "... searching for a stored association like the determined association, the stored association being related to presentation properties ...." The Action considers in the Abualsamid publication:

☞ "Users key in the ID of the survey, ... which meets the limitation of searching for a stored association like the determined association" (page 5, third sentence); and

☞ "A loop on the result set generates an HTML form ..., which meets the limitation of the stored association being related to presentation properties" (page 5, fourth sentence);

whereas, these presuppose the claimed association that, as shown above, does not exist.

Moreover, the loop disclosed in the Abualsamid publication does not involve stored presentation properties that describe different presentations with different collections of graphical elements. On the contrary, the Abualsamid publication discloses one and the same template of HTML code that is repeated as long as the loop runs. Thus, clearly, different presentations with different collections of graphical elements are not disclosed as achieved for the claimed invention.

While these are only elements of claim 1, each element is part of the whole claim, and

> **THE CLAIMED INVENTION AS A WHOLE MUST BE CONSIDERED** *MPEP* 2141.02 I (emphasis original).

As noted in the Action, independent claim 17 incorporates substantially similar subject matter as claim 1 and, therefore, its rejection is traversed along the same rationale without repetition.

Reconsideration and allowance are, therefore, requested.

Respectfully submitted,

William R. Evans
c/o Ladas & Parry LLP
26 West 61st Street
New York, New York 10023
Reg. No. 25858
Tel. No. (212) 708-1930